

# An Analysis on the Innovation Path of University Education Management from the Perspective of All-media Integration

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**Abstract:** With the continuous progress of Internet technology, artificial intelligence and digital technology have been widely used. From the perspective of all-media integration, college education management must also adapt to the changes of The Times and social environment, gradually increase the application of new media technology in practice, give full play to the advantages of all-media, and ultimately ensure that the quality of education management can be significantly improved. This paper mainly analyzes the advantages of new media technology from the perspective of all-media integration, analyzes the shortcomings existing in the current university education management, and puts forward the path to implement the innovation of education management.

**Keywords:** All-media integration; Higher education; Educational management; Innovation path

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## Introduction

With the continuous innovation and reform of higher education in our country, various colleges and universities have made a certain adjustment in the goal of personnel training, and the corresponding mode of personnel training is also constantly adjusted. In particular, the external environment of universities and educational reform policies are changing. Improving the pertinence and effectiveness of college education management, continuously exploring new paths of college education management, innovating ideas of education and teaching, and meeting the needs of college teaching and scientific research are the contents that colleges and universities must constantly pursue and explore in the process of management. In particular, in the social environment where new media continue to mature and develop, it is necessary to actively utilize and develop new media technology in the process of carrying out college education management, release its role in education management, and fundamentally improve the overall quality of education management. In the process, it is necessary to continuously combine the application of new media technology with the education management work in colleges and universities, and effectively help improve the final results of the education management work in colleges and universities.

## 1. Advantages of all-media integration in university education management

### 1.1 It can effectively improve the efficiency of university education management

There are many fields involved in the process of carrying out college education management, and often a certain work is associated with many other contents, facing tens of thousands of students and the majority of scientific researchers. In particular, it is necessary to organize and carry out some disciplinary research activities from time to time in the management process, formulate daily teaching plans and release them to the outside world, formulate various management systems well, and maintain the implementation of these systems in the daily work process. This means that administrators must be able to communicate with departments and departments in a timely manner, and to pass on the opinions of management to everyone on campus in a timely manner. However, under the traditional education management mechanism, managers will pass their decisions to managers at the next level, and the next level of managers will then pass relevant decisions to the next level. This multi-level transmission management mode will result in relatively slow transmission efficiency of decisions and difficult to guarantee the quality of actual work implementation.

### 1.2 Can effectively accept teaching and research information feedback

Whether the educational management of colleges and universities has achieved satisfactory results and whether the management of administrators is really in place often needs the evaluation of college students and teaching researchers, whose evaluation is the most pertinent and true. Especially for some education management modes that are still in the exploratory stage, in order to determine whether these management modes have produced satisfactory results, it is necessary to obtain information feedback from the majority of college students and front-line teaching and research personnel, and then adjust the current education and teaching management system scientifically and reasonably according to these individual information feedback. This is also the process of continuous improvement of the new educational management mechanism.

### **1.3 It is conducive to the interaction between managers and students**

Judging from the feedback of the effectiveness of the current management work in major universities, the education management work plays a very important role in the development of various work in colleges and universities. On the one hand, through daily education management, administrators ensure that the measures proposed by the education department for the improvement of higher education are effectively implemented. On the other hand, administrators also need to constantly improve the school teaching system, formulate more scientific plans for future teaching, assess students' daily learning results and teachers' educational results, and have a perfect salary system to retain outstanding talents. Administrators need to take various measures to maximize the needs of teachers and students in colleges and universities. With the expansion of college enrollment, the number of teachers and students in colleges and universities has been increasing in recent years. Under such circumstances, it is difficult to ensure smooth and efficient communication between managers and teachers and students. However, with the assistance of financial media, teachers can communicate with students by means of wechat, QQ, Dingtuo, website, mailbox and so on.

## **2. Some drawbacks exist in the current university education management**

### **2.1 The working philosophy is still relatively traditional**

In the perspective of all-media integration, both front-line educators and college students have very flexible ways of thinking, and their daily lifestyle is greatly influenced by the media environment. The public is beginning to pay more and more attention to their own personal development, and there are different needs that need to be met. For managers, this obviously increases the difficulty of their daily work. From the actual development of the current university education management work, the university education management work is not flexible, but also lack of humane care, not enough attention to the individual needs of teachers and students in colleges and universities, management methods are relatively rigid.

### **2.2 The way of work is too traditional**

Compared with the management mode of some enterprises in the society, the way colleges and universities apply in education management is relatively traditional. On the one hand, although many colleges and universities have increased their emphasis on the application of new media technologies, they have not formed a systematic management mode, and more often they still rely on full-time educational administrators to achieve their management goals, which will directly affect the overall efficiency. It is precisely because of the above reasons that many colleges and universities still employ a large number of administrative personnel, and the effectiveness of human resources has not been more efficient. On the other hand, the work efficiency of the school administrators is also relatively low. In many cases, the task and goal can not be achieved by a single action in educational management, which requires the active cooperation of multiple parties and timely feedback from teachers and students.

### **2.3 Lack of awareness of educational management**

Under the all-media integration vision, the means for teachers and students to obtain information from all sides are more diversified, which also means that the ideas and consciousness of teachers and students will become more complicated, which also increases the difficulty level of college education management. However, from the perspective of education management, most colleges and universities may consider their own stable development and pay more attention to school enrollment and student employment. In order to improve the quality of education and teaching, they will constantly strengthen the allocation of hardware facilities, improve the level of teaching practice, and deepen school-enterprise cooperation. All these are excellent teaching improvements.

## **3. The innovative path of university education management from the perspective of all-media integration**

### **3.1 Constantly innovate educational management ideas**

From the perspective of all-media integration, in order to effectively improve the quality of college education management, on the one hand, administrators must have a deeper understanding of the personal development needs, daily work and study habits, and

even ways of thinking of teachers, students and research workers under the current social background, and grasp the psychological demands and ideological dynamics of these service objects. Combined with the needs and goals of the development of higher education itself, we should constantly innovate the management mode, improve the working mechanism, balance the relationship between scientific research and teaching in colleges and universities and the individual development of teachers and students, and explore the development potential of teachers and students in colleges and universities to the greatest extent. On the other hand, we must repeatedly review our own work positioning, no longer hold the past “management-oriented” concept, but more from the perspective of service providers, constantly thinking about how to “serve the majority of college teachers and students”, and constantly provide strong guarantees for college students and teachers in terms of systems, resources, etc., in order to help colleges and universities develop more vigorously.

### **3.2 Innovating educational management methods**

From the perspective of all-media integration, managers should strive to build and improve relevant network facilities, constantly enrich the functions of the network, ensure the security of the network, create a good environment for communication between various departments, closely unite departments and functional management departments, truly give full play to the advantages of media integration, and help management work can be more convenient and flexible. In addition, a more efficient information feedback mechanism is also needed. For the various system decisions implemented in university management, it is necessary to get feedback from teachers and students in time, so as to deeply understand and objectively treat the shortcomings in actual management, and constantly improve and optimize management methods and approaches.

### **Concluding remarks:**

From the perspective of all-media integration, it is necessary to innovate and improve the traditional educational management mode according to the psychological characteristics, lifestyle and development demands of college students and teachers in the new era, give full play to the advantages of financial media in information transmission, and do a good job in the communication between faculties and departments. Timely collect the information feedback from the majority of college teachers and students, and constantly improve the quality and efficiency of college education management.

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